



**STATE OF UTAH**

JON M. HUNTSMAN, JR.  
Governor

GARY R. HERBERT  
Lieutenant Governor

**Governor's Office of Economic Development**

JASON PERRY  
Executive Director

LEIGH VON DER ESCH  
Managing Director, Office of Tourism

AARON SYRETT  
Director, Utah Film Commission

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**UTAH FILM DAY CELEBRATED WITH INDUSTRY LUNCHEON, BRAND CAMPAIGN LAUNCH AND SPECIAL SCREENING**

Salt Lake City, UT – Today, the Utah Film Commission hosted its semi-annual Film Industry Luncheon as part of the celebration for Utah Film Day. The winner of the 2006 “Spot On” Commercial Contest was announced and the Utah Film Commission unveiled its new brand campaign, which was created by local design agency, Struck. The agency was also involved in the creation of the Utah Office of Tourism’s “Life Elevated” campaign, which was launched in April this year. The Utah Film Commission’s new brand reflects many of the design elements of the “Life Elevated” Campaign. Utah Film Day will close with a special screening of the Warner Brother’s Holiday Picture, *UNACCOMPANIED MINORS*, at Trolley Square’s Regency Theatres. *UNACCOMPANIED MINORS* opened in theatres nationwide on December 8<sup>th</sup> and was filmed entirely in Utah.

The winner of the 2006 “Spot On” Commercial Contest is Provo resident, Jedediah Cowley, who entered the contest for the first time this year. Cowley’s *Letterboxers* campaign featured three commercials that were all chosen as winners of the contest from 155 submissions around the state. Six judges from the film and advertising industries watched each of the submissions and chose Cowley’s spots as the winners. In addition to the three winning commercials, Judges selected seven Honorable Mentions from Ryan Cannon (Orem), Gabriel Casdorff (Provo), Megan Christensen (Logan), Luke Draper (St. George), Eric John (Hyrum), and Jeff Twede (Uinta). Cowley’s three 30-second commercials: *BRIDGE*, *EPIC*, and *ALLEY* will air along with the Utah Office of Tourism’s “Life Elevated” commercials over 170 times on Park City Television’s *IN THE CAN* program during the 2007 Sundance Film Festival.

In addition to discussing the industry successes over the past year and unveiling the new brand, director of the Utah Film Commission, Aaron Syrett, shared Governor Huntsman’s new budget recommendations for the State Legislature, which includes a \$3.5 million ongoing and



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COMMISSION

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\$1.5 million one-time allocation for the Motion Picture Incentive Fund. The MPIF allows for a 10% post-performance tax rebate for film productions. Utah's film industry has experienced a record breaking year with an overall growth increase of 32% and demonstrated a 15 to 1 average rate of return for economic investment. The Utah State Legislature will meet in early 2007 to determine the exact amount that will be appropriated for the MPIF. Syrett stated, "We are in full support of the Governor's budget. He has been a great champion for the film industry and we are looking forward to supporting the efforts of the Motion Picture Association of Utah and their efforts to lobby the Legislature for the full amount recommended by the Governor." To view the entire budget recommendations from Governor Huntsman, visit <http://governor.utah.gov/gopb/budget.html>.

Formed in 1974, the [Utah Film Commission](#) is part of the Governor's Office of Economic Development and is a member of the Association of Film Commissioners International (AFCI). The mission of the Utah Film Commission is to create high-paying quality jobs within the motion picture industry, market the entire state as a location for film and commercial production, and to promote the use of Utah support services and professionals. The film commission is client-driven servicing both in state and out-of-state as well as international production companies. For more information about the Utah Film Commission visit [film.utah.gov](http://film.utah.gov) or e-mail Aaron Syrett [asyrett@utah.gov](mailto:asyrett@utah.gov).

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